

Rep Order# 6815979 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

2138 Printed: 05/29/2012 8:50 AM
Last Received: 05/21/2012 2:22 PM
Showing Baylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 2214
Buyer KEGAN BERAN
Phone#

Agency	(6769 STAGERS LOOP DELAWARE, OH 43015	Rep Firm	(PHILADELPHIA
Agency C/P/I/P2/E	/J72214	Sales Office	(AMY MCCREARY
Flight Dates	10/29/2012 - 11/04/2012	Salesperson	
Hiatns Weeks		Phone#	215-568-6540
		FAX#	215-568-1845

- CONTRACT COMMENT -

JOE HECK D3 SC=*

IT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# OI	Total Spots	Total Cost	Depart
									Weeks			
1	M-F		5A-6A	Buyline Comment: NEWS	:30	\$400.00	10/29-11/02	5	1	5	\$2,000.00	
2	M-F		6A-7A	Buyline Comment: NEWS	:30	\$725.00	10/29-11/02	10	1	10	\$7,250.00	
3	M-F		7A-9A	Buyline Comment: TODAY	:30	\$900.00	10/29-11/02	10	1	10	\$9,000.00	
4	M-F		9A-10A	Buyline Comment: TODAY II	:30	\$425.00	10/29-11/02	5	1	5	\$2,125.00	
5	M-F		10A-11A	Buyline Comment: TODAY III	:30	\$325.00	10/29-11/02	5	1	5	\$1,625.00	
6	M-F		12P-1230P	Buyline Comment: NEWS	:30	\$425.00	10/29-11/02	5	1	5	\$2,125.00	
7	M-F		3P-4P	Buyline Comment: PHILL	:30	\$450.00	10/29-11/02	2	1	2	\$900.00	
8	M-F		5P-630P	Buyline Comment: NEWS	:30	\$1,200.00	10/29-11/02	15	1	15	\$18,000.00	
9	M-F		630P-7P	Buyline Comment: JEP	:30	\$1,300.00	10/29-11/02	5	1	5	\$6,500.00	
10	M-F		7P-730P	Buyline Comment: WHEEL	:30	\$1,300.00	10/29-11/02	5	1	5	\$6,500.00	

Rep Order#	6815979	Ver#	1	Mod#	0	Status	Confirmed	Traffic Order#	102138	Last Received:	Printed:	05/29/2012 8:50 AM	2 of 3	
EC'd Yes														
Station	KSNV-TV LAS VEGAS, NV							Showing Buylines:	All Lines					
Advertiser	() JOE HECK 4 CONGRESS							Agency	() STRATEGIC MEDIA PLACEMENT	Rep Firm				
Product	JOE HECK 4 CONGRESS							7669 STAGERS LOOP	DELAWARE, OH 43015	Sales Office	() PHILADELPHIA			
Estimate#	2214									Salesperson	() AMY MCCREARY			
Buyer	KEGAN BERAN							Agency C/P1P2/E	1/2214	Salesperson Phone#	215-568-6540			
Phone#								Flight Dates	10/29/2012 - 11/04/2012	Salesperson FAX#	215-568-1845			
Fax#								Hiatus Weeks						
LT	In	Day	Time	Program				Len	Rate	Dates	Spots/Week	Total Spots	Total Cost	
---	---	---	---	---				---	---	---	# of Weeks	---	---	
11	M-F		730P-8P					:30	\$900.00	10/29-11/02	5	1	5	\$4,500.00
				Buyline Comment: FACE										
12	M-F		11P-1135P					:30	\$1,200.00	10/29-11/02	5	1	5	\$6,000.00
				Buyline Comment: NEWS										
13	M-F		1135P-1235A					:30	\$500.00	10/29-11/02	5	1	5	\$2,500.00
				Buyline Comment: LENO										
14	SA-SU		11P-1135P					:30	\$1,100.00	11/03-11/04	2	1	2	\$2,200.00
				Buyline Comment: NEWS										
15	SA		6A-7A					:30	\$375.00	11/03-11/03	1	1	1	\$375.00
				Buyline Comment: NEWS										
16	SA		7A-9A					:30	\$625.00	11/03-11/03	1	1	1	\$625.00
				Buyline Comment: SAT TODAY										
17	SU		7A-8A					:30	\$500.00	11/04-11/04	1	1	1	\$500.00
				Buyline Comment: SUN TODAY										
18	SU		8A-9A					:30	\$1,300.00	11/04-11/04	1	1	1	\$1,300.00
				Buyline Comment: MTP										
19	SA		5P-630P					:30	\$675.00	11/03-11/03	1	1	1	\$675.00
				Buyline Comment: NEWS										

—REPORT TOTALS—

Report Totals: 89 / \$74,700.00

Rep Order# 6815979 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order# 102138 Last Received: 05/21/2012 2:22 PM
Printed: 05/29/2012 8:50 AM

3 of 3

Station KSNV-TV LAS VEGAS, NV.
Advertiser () JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 2214
Buyer KEGAN BERAN
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P/LP2/E //2214
Flight Dates 10/29/2012 - 11/04/2012
Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

—SALES MONTHLY TOTALS—

Nov 12: 89 / \$74,700.00

Sales Totals: 89 / \$74,700.00

Station Totals: 89 / \$74,700.00

Lines not sent/rclld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	CATV	KBLR	KING	KVCM	KLAS	KSNV	KVVU
\$201,892	0%	0%	0%	0%	27%	37%	16%
XXXX	20%	KTUD	0%	KVCM	0%	KVVU	
	0%						

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

— CREDIT RISK —
CASH IN ADVANCE

Shoring Buylines: All Lines